

CONFIDENTIAL

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6 NOV 1974

MEMORANDUM FOR: Secretary, CIA Management Committee

SUBJECT : Indoctrination and Orientation Film on the Agency

1. In examining the situation regarding the film on the Agency, two things are apparent. Firstly, that the present film, "Need to Know," is outdated and should not be shown to mature audiences. Secondly, although the desire to have a replacement film is in evidence, the question is raised -- is it worth the price?

2. Another good question is, if we decide to invest in a new film, how long will it be before it also is obsolete; and, by the mere fact that we commit the Agency to the making of a new film, are we not inherently committing ourselves to a constant update process and hence the commitment for dollars for a new film is really a commitment for repeated dollars ad nauseam.

3. The attached outline is OTR's attempt at a new film. It definitely has its limitations and does not really scope the Agency in its entirety.

4. OTR also estimates that film production would run in the neighborhood of three to five thousand dollars per screen minute to encompass the message of the Agency with any degree of completeness, as well as interest, which suggests the minimum of 30 to 40 minutes -- possibly too long for today's average audience.

5. While we contend that the new film is highly desirable, we further contend it is a luxury we cannot afford at today's prices, recognizing that its lasting nature is limited; and hence we conclude that the Agency should (1) take "Need to Know" off the market, and (2) not replace it until budget times are better.

/s/ John F. Blake

John F. Blake  
Deputy Director  
for  
Administration

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